

MARKING CRITERIA for "IN THE BOX"

Due: Week 10 - Friday, 4 July 2008

Designing and Making: 30% {Total marks: 60}

In the Box Package Design

CRITERIA	MARKS
• Excellent and well developed techniques, ideas, images and character for the product; distinctive, different and suitable; attractive and unusual for a consumer/audience	25 - 30
• Developed techniques, ideas, images, character and suitable for the product; attractive for a consumer/audience	19 - 24
• Some technical proficiency with some consideration to artistic intention of the product	13 - 18
• Little refinement, inconsistent in techniques of the product	7 - 12
• Simplistic and limited in design practice	1 - 6

Visual Design Process Diary:

CRITERIA	MARKS
* Very detailed and thorough documentation of the design process following the 7-step procedures	17 - 20
* Thorough documentation of the 7-step design process	13 - 16
* Satisfactory documentation following some steps of the process	9 - 12
* Simplistic documentation	5 - 8
* Limited documentation	1 - 4

Oral Presentation: due: Week 10: between 30 June - 4 July

CRITERIA	MARKS
* Outstanding oral presentation using persuasive language for the product	9 - 10
* Satisfactory oral presentation using appropriate language to sell the product	7 - 8
* Some persuasive language used in oral presentation	5 - 6
* Simplistic oral presentation	3 - 4
* Limited oral presentation	1 - 2

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